TOP 101 Growth Hacks

The best growth hacking ideas that can be put into practice right away

Aladdin Happy

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Introduction. How everything started.

About 5 months each day during 3-5 hours I was collecting from all over the Internet (from Amazon books with a rating above 4.5, blogs, articles, videos, podcasts, news, and comments) best growth hacks, which inspired me to test them for my startup.

It was hard for me to overcome my greed and share this list with guys like me. But an angel on my shoulder had won. This is how growthhackingidea.com and then this book were born.

This book consists of two parts:

1. Introduction, how everything started (you are reading this now)
2. A list of TOP 101 growth hacks. Divided into AARRR+ sections: Before Product-Market Fit, Hustling, Copywriting, **Acquisition, Activation, Retention, Revenue, Referral**.

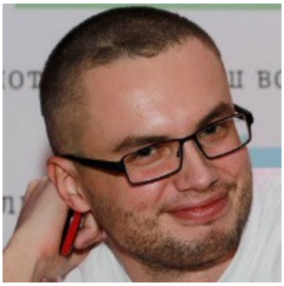
From zero to 1700 subscribers. 3 weeks. 7 growth hacks. $0 marketing cost.

First growth hacks I was compressing into a short form and keeping in a private document. In three months, my document was 46 pages long.

The Idea

And then the crazy idea hit my head — establish an e-mail subscription service, that sends every day one short growth hack.

Oh. Looks like, I did not introduce myself yet.

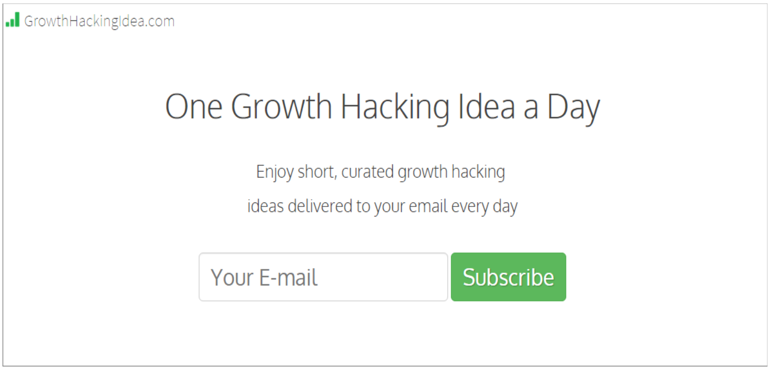


My name is Aladdin. My surname is Shchaslyvyi, which is translated from Ukrainian as Happy. So I'm officially Aladdin Happy. I'm a serial IT entrepreneur from 1999, a developer, a musician and a growth hacker (what a mix :)).

https://www.linkedin.com/in/aladdinhappy
https://twitter.com/happyaladdin
http://www.producthunt.com/@happyaladdin
During 16 years, I was bombed with cool ideas hundreds of times. Tens were implemented in a reality.

Experience has taught me to check everything quickly in case no one but me needs this. I created a simple landing page, couple of PHP functions and three MySQL tables. 8 hours of inspirational coding at night and the service was

ready. I added 5 growth hacks from my document into the base for the next 5 days. Here is how my landing looked like.



Growth hack №1

I included referral system to the first version. Immediately after the registration, a referral program page was shown. If you want to receive growth hacks every day, invite 5 friends. If no one is invited, you get one growth hack a month. Clever, yeah?

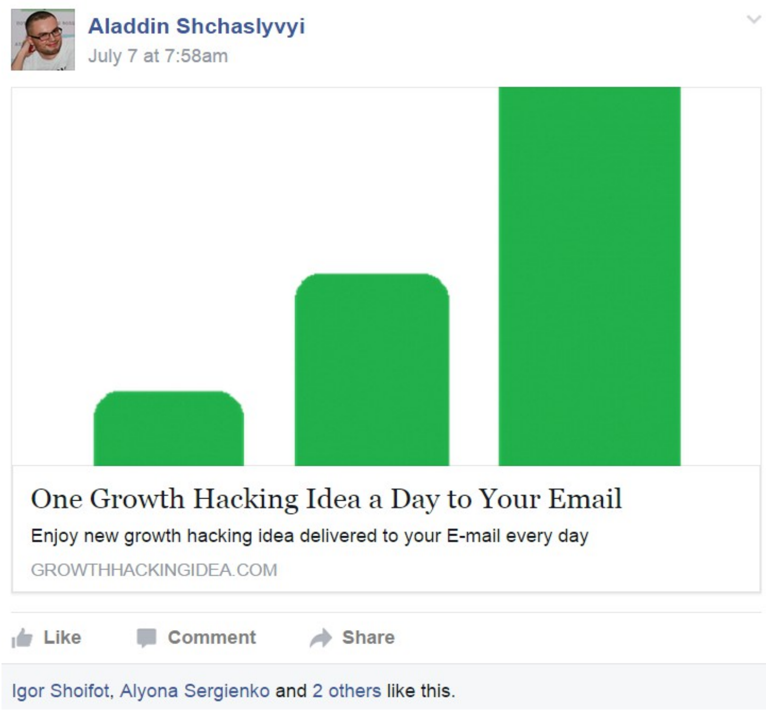
No.

The Beginning

Will anybody give a shit? I posted a naked link (sort of “it’s not my”) to my Facebook and to a couple of startup groups, which I participate in. I didn’t want my authorship to influence the decision of whether to join or not. I got a pleasant surprise. 5 people registered right away. But for some reason, they didn’t hurry to invite their friends and confirm their e-mails. It is not surprising, you haven’t seen

anything yet, but immediately you get a referral request. What if this is some crap, and I will recommend it to my friends.

The link I was sharing:



Growth hack №2—Remove growth hack №1

I quickly deleted the referral program. I notified users that now they don't need to invite anyone. I got a partial confirmation of e-mails.

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More growth hacks. A special gift for you - access to invite-only VIP growth hacks: GrowthHackingIdea.com/?ref=TOP101BOOK

Growth hack №3

Another 10 people registered, but they didn't seem to be in a hurry to confirm the e-mails. At first I wanted to do what Twitter does—send reminders forever, until one unsubscribes or confirms their e-mail.

And then I thought that with such success I better send growth hacks right away without confirmation and the user can unsubscribe if desired. Besides, when the subscriber receives growth hacks, he sees the value proposition of the service. The chances to get involved in the service after seeing a delicious growth hack are higher than after bombing with requirements to confirm the e-mail.

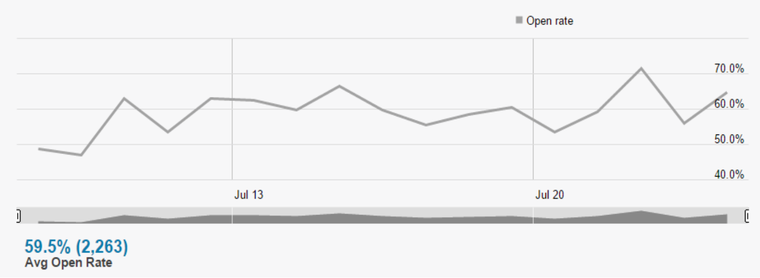
Growth hack №4

After I saw that not only me cares about the service, I was inspired to show it to a larger amount of users. First idea was to type the word "Startup" in Facebook search and send requests to join to at least 50 groups with the number of subscribers more than 1,000. After accepting I was posting a naked link with a text "#growthhacking stuff". I got about 300 subscribers in 24 hours. This is something.

Retention

Previous experience has taught me that if service retention doesn't turn into a flat plateau, if someone always falls off, until it reaches zero, then any Acquisition makes no sense. That's why I began to monitor retention closely: whether users return, whether they open the messages. To do this,

I used Google Analytics tracking email. Plus statistics of Mandrill.com, which I use to send e-mails. This, of course, gives you statistics only for those who turn on images in the messages, but still, the overall picture is clear. Time was passing by and the average percentage of opened e-mails stayed at the level of 59.5%. The number of unsubscriptions occurred mostly during the first day and was around 4%. 96% stayed subscribed. These figures have inspired me to dig further.



Growth hack №5

There's one problem—sharing is not working. Growth hacks—they aren't meme kittens, they are secrets that you don't want to tell anyone. Especially to tell about the resource with selected secrets that hopefully no one knows except you, even if this service will be destroyed by this approach of yours.

I confess that I myself sometimes didn't want to share secrets with subscribers. How much effort it cost me to dig them up. They are so beautiful, delicious, and juicy, let them be just for my startup and me. But my kind side wins. At least for now :). The same feelings are inside minds of subscribers :).

To work around this problem, I decided to implement a Premium VIP area for growth hackers. It contains something unique and exclusive, something that is not available for everyone. And to get it, you need to invite 5 friends.

After that, 11% of new users began to come through the referral system.

Growth hack №6

Something is wrong with positioning. I decided to close access to GrowthHackingIdea.com. The entry was for the chosen ones by invitation only.
When you force something, even gold bullions, it causes disgust at the subconscious level. “Golden bullions, come, take, free of charge, please!” As a minimum, no one would believe. The same with the references to the most remarkable resources. Logic dictates that no one shares valuable secrets, and if they do, there must be a catch.

Another thing, when the service is closed. You can’t just use it. And then there is the benefactor—a man with an invite on a white horse. In conjunction with the enclosed VIP area, this allowed to hack into the psychology of perception and to return the value of the content in its place of honor for both subscribers and their friends.

Growth hack №7

2.5 weeks passed after the start when I first walked through the startup groups. Retention is holding up. So

there is a sense to acquire new users. I decided to take the risk and try once again to go through the same groups with a new concept. What if it works?

At the same time, I changed the Landing page and a sharing text to reflect more value.



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More growth hacks. A special gift for you - access to invite-only VIP growth hacks: GrowthHackingIdea.com/?ref=TOP101BOOK

Result

+1200 subscribers in 24 hours and a Facebook globe full of likes. In total the service got 1700 subscribers during 3 weeks.

From 1700 subscribers to 17 000 subscribers in 3 months, $0 marketing cost

After that, I was not acquiring any new users. The only metric I focused on was a Viral Coefficient. I was reading, choosing tasty growth hacks, I eager to test and implementing them. The most interesting part of growth hacking for me is testing and looking at results. So here is the list you can implement, test and see results too. Good appetite.

TOP 101 Growth Hacking Ideas

Before product / market fit

#1. Hack your mindset with CEO of Pinterest

In 2010, three months after Pinterest launched, the site had only 3,000 users.
But instead of changing the product, CEO thought maybe he could just find people like himself.

So Pinterest started to have meet-ups at local boutiques, and to take fun pictures of people who attended them, and to engage with bloggers to do invitation campaigns like "Pin It Forward," where bloggers got more invites to the site by spreading the world.

Great example of doubling down on the type of people who already love the product - rather than tweaking based on feedback from those who don`t love it yet.
Source: http://allthingsd.com/20121020/the-secret-behind-pinterests-growth-was-marketing-not-engineering-says-ceo-ben-silbermann/

#2. How to get your first customers

Try to sell your app to 10 people before you write a line of code. If people are donating to Kickstarter campaigns why would they have a problem prepaying for your app? You are free to sell any features and make any pivots until you reach product/market fit. Never sell the product, instead ask for feedback about your idea.
Source: http://www.criminallyprolific.com/2014/06/how-i-sold-my-app-to-10-people-before-i-wrote-a-line-of-code-and-then-launched-it/

#3. Are you sure about your product/market fit?

Ask existing users of your product how they would feel if they could no longer use the product: Very disappointed, Somewhat disappointed, Not disappointed. Achieving product/market fit requires at least 40% of users saying they would be “very disappointed” without your product. When you are <40%, it`s too early for growth hacking, focus obsessively on getting to product/market fit.
Source: http://www.startup-marketing.com/the-startup-pyramid/

Hustling

#4. Leveraging dead competitors

1. Visit AlternativeTo.net to find a huge list of your competitors.
2. Check dead links using browser plugins (Check My Links, Domain Hunter) OR upload a list of URLs to Xenu or Screaming Frog.
3. Google "link: deadcompetitor.com".
4. Contact every website owner to alert them of a broken link and offer a relevant link of yours to replace it.
Source: http://webris.org/broken-link-building

#5. Get emails of followers of your competitors

How to get email addresses for all the Twitter followers of any company or person:
1. Use FollowerWonk.com (free trial) to download a file up to 50K people who follow your competitor or a related product on Twitter.
2. Upload the file to MakesMail.com, which will give you back email addresses for those followers (100s on their free trial).
3. Email them with the subject "I saw that you follow X on Twitter".
Source: http://www.slideshare.net/ClavainSkade/30-marketing-growth-hack-cards-rapid-simple-weird-free-and-brutal-hacks-that-work

#6. Tinder`s early days growth hack

We sent [Whitney Wolfe] all over the country. … Her pitch was pretty genius. She would go to chapters of her sorority, do her presentation, and have all the girls at the meetings install the app. Then she'd go to the corresponding brother fraternity—they'd open the app and see all these cute girls they knew.

When Wolfe returned from her trip, Tinder had grown from fewer than 5,000 to almost 15,000.
Source: https://growthhackers.com/growth-studies/what-ignited-tinders-explosive-growth

#7. Become an alternative to your competitors

Google "An alternative to [your competitor`s name]". Add everywhere a comment about your product.
Source: https://medium.com/tacticas-de-growth-hacking/growth-hack-adquisicion-6-10-e028a8c11d33

#8. The TechCrunch journalists` emails

Alex Wilhelm: alexkaiserwilhelm@gmail.com
Alexia Tsotsis: alexia@techcrunch.com
Anthony Ha: anthonyha@techcrunch.com
Billy Gallagher: billy@techcrunch.com
Cat Zakrzewski: cat@techcrunch.com
Catherine Shu: shu@techcrunch.com
Colleen Taylor: colleen@techcrunch.com
Danny Crichton: danny@techcrunch.com
Darrell Etherington: darrell@techcrunch.com
Frederic Lardinois: frederic@techcrunch.com
Greg Kumparak: greg@techcrunch.com
Ingrid Lunden: ingrid@techcrunch.com
John Biggs: john@techcrunch.com
Jonathan Shieber: shieber@techcrunch.com
Jordan Crook: jordan@techcrunch.com
Josh Constine: joshc@techcrunch.com
Julian Chokkattu: julian@techcrunch.com
Kim-Mai Cutler: kim@techcrunch.com
Kyle Russell: kyle@techcrunch.com
Matt Burns: matt@techcrunch.com
Matthew Panzarino: matthew@techcrunch.com
Mike Butcher: mikebutcher@techcrunch.com
Natasha Lomas: natasha@techcrunch.com
Romain Dillet: romain@techcrunch.com
Ron Miller: ron@techcrunch.com
Ryan Lawler: ryan@techcrunch.com
Sarah Buhr: sarah.buhr@techcrunch.com
Sarah Perez: sarahp@techcrunch.com
Steve O'Hear: steveohear@techcrunch.com
Source: http://techcrunch.com/2014/07/14/please-dont-spam-us/

#9. Find journalists for your startup instantly

Just click the Source. Input your keyword ("parents", "kids", "music", whatever). Get a list of journalists, related articles, and their emails.
Source: https://www.hey.press/

#10. Pre-heat the journalists

1. Do a customized audience campaign on Twitter. You will need at least 400 Twitter handles. Get their attention before contact them via email.
2. Send a personalized short one-liners email. For example: “Hey do you like chipotle?”. Track email opens with Mixmax for Gmail or Yesware.
3. When Mixmax indicates the journalist has opened the email, send a tweet linking to your article.
4. Send a follow-up email.
5. When the user answers that they are interested, send them the press kit.

Source: http://www.poweredbysearch.com/12-growth-hackers-were-asked-what-growth-hack-are-you-most-proud-of/

#11. Hack the Press

Try to be an expert source for reporters first, and then try to have them cover you later.

Keep a list of ten reporters you are closest to and who talked about things relevant to your interests and send them stories that they might be interested in covering.

It is key to staying on their radar. An easy way to do this is to keep leaving relevant and insightful comments on their articles, which also provides the benefit of creating discussion around their pieces.
Source: http://sumome.com/stories/grommet-growth

#12. Hack Product Hunt

1. Do not submit by yourself! Reach out to influencers on PH.
2. Make a win-win offer, ask to submit your website and mark you as the Maker.
3. Give a specific offer for PH members.
4. Comment quickly. Comments count as much as upvotes.
5. Notify your community, but do not ASK them to upvote. And do not give them a direct link to your product. Send them to the main page of Product Hunt instead. Otherwise you will be blocked.

During half of a day I personally got 1500 subscribers from Product Hunt.

Source:
http://blog.roverlabs.co/post/95913358254/startups-how-to-guide-for-product-hunt

#13. How a $2B company gained its initial users

In early days, Etsy had a team attending art and craft shows across the US and Canada almost every weekend.

They were able to tap into the growing feminist-driven crafting movement by attending crafting fairs and convincing in high profile feminist crafters to open up stores and sell their wares on Etsy.

Many of artisans had little to no e-commerce presence prior to Etsy and were thus highly motivated to send buyers to the site.
Source: https://growthhackers.com/companies/etsys-crafty-growth-to-ipo-and-a-2-billion-valuation/

Copywriting

#14. A copy that converts

You can't have good copy without first doing the work to understand your customers. Much of the copy on our site now came directly from our customers' mouths in our conversations with them, and that's why it converts: **because it speaks their language, not ours**.

To understand their language we send an email to every new customer simply asking them why they signed up.
Source: https://www.groovehq.com/blog/growing-a-business-to-100k

#15. 9 cold emailing rules

1. Make it about them, not about you
2. Keep to 4 sentences max
3. Use language that's conversational
4. The smaller the ask, the easier to answer
5. Make use of the outbound email automation tools available to optimize your process
6. After 24 hours, your email is all but dead
7. The more personalized, the better
8. Make it mobile friendly
9. Follow up, and follow up your follow ups

Source: https://attach.io/sales-email-templates/

#16. 7 engaging storytelling formulas

Make your pitches engaging with these storytelling formulas:

1. Useful info in a narrative.
2. What motivates your team.
3. What your brand stands for.
4. About your customers.
5. Emotional.
6. A beginning, a crisis & a resolution.
7. AN interaction between your customers and your brand.

Source: http://www.referralcandy.com/blog/ultimate-storytelling-guide-infographic/

#17. 7 perfect headline formulas

1. Who Else Wants [blank]?
2. The Secret of [blank]
3. Here is a Method That is Helping [blank] to [blank]
4. Little Known Ways to [blank]
5. Get Rid of [problem] Once and For All
6. Here's a Quick Way to [solve a problem]
7. Now You Can Have [something desirable] [great circumstance]

Bonus :)
8. [Do something] like [world-class example]
9. Have a [or] Build a [blank] You Can Be Proud Of
10. What Everybody Ought to Know About [blank]
Source: http://www.copyblogger.com/10-sure-fire-headline-formulas-that-work/

#18. The magic of headlines

Headlines with numbers are 2x more likely to generate clicks vs. "how to" headlines, according to research by Conductor. And a study of 150 000 headlines revealed that **odd-numbered** headlines have a 20% better CTR than headlines with even numbers.
In an analysis of over 3 million headlines, Outbrain found using **[brackets]** in a headline bumped up CTR by 38%.
Source: http://backlinko.com/viral-content

#19. Hack persuasive copywriting

1. If you want readers to appreciate your solution, you need to remind them of the pain. So poke the wound. Show that it hurts. Then reveal your solution.
2. Transform generic claims into concrete terms. Try to visualize adjectives. Change "Our support team is very quick" into "We'll get you an answer within 24 hours".
Source:
https://nickkolenda.leadpages.co/leadbox/1417f0b73f72a2%3A13aa6e42e346dc/5690145009303552/

#20. Copywriting tip to quadruple conversions

If readers feel like you're trying to persuade them, they develop psychological reactance. Utilize "…but you are free", "It's up to you…", "You can decide…" to emphasize their freedom to choose. In the original study, Guégen and Pascual asked people on the street to donate money. The researchers quadrupled the amount of compliance when they incorporated the phrase "…but you are free to accept or refuse."
Source:
https://nickkolenda.leadpages.co/leadbox/1417f0b73f72a2%3A13aa6e42e346dc/5690145009303552/

#21. Replace one word to get 90% more clicks

A 90 percent increase in clicks on buttons that are written in the first person. Just use the word “my” instead of “your”. "Start my free 30 days trial" instead of "Start your free 30 days trial".
Source: http://unbounce.com/a-b-testing/failed-ab-test-results/

Acquisition

#22. Parasite SEO (white hat)

Mix guest posting + SEO. Authoritative websites can rank for highly competitive keywords much quicker than your low authority site.

This article was published on Business News Daily. After only a few weeks, it ranked on page 1 (and still does) for the term 'app maker' (searched for over 22,000 times per month), amongst a number of other competitive keywords. Source: http://www.matthewbarby.com/seo-campaign-blueprint/

#23. A real keyword strategy

I once wrote for a site that had 300 target keywords and published three short posts per week. The site gained traction for exactly zero keywords.

Targeting more than two or three keywords is insane.

Brian Dean chooses a handful of keywords that he can maximize, and that helps him rank for all kinds of long-tail variations. He creates massive resources designed to rank specifically for a single keyword. His blog has **just 21 posts**, but it gets more than 100,000 visitors each month. Source: http://www.jimmydaly.com/big-wins/

#24. Hidden early stage growth hack of Airbnb

A script was scanning all new rental properties on Craigslist and harvesting emails. After that, it was sending emails from a “young lady” who really liked the property and wanted an owner to check out Airbnb.

When you scale a black hat operation like this you can easily reach tens of thousands of highly targeted people per day…and quickly gain 60,000 members on the supply-side, which, is the hardest and most important part of growing a marketplace.
Source: https://growthhackers.com/growth-studies/airbnb

#25. Turn LinkedIn contacts into a list of emails

There is a way to download all your LinkedIn contacts — names, email addresses, job titles, and companies — into a spreadsheet: https://www.linkedin.com/people/export-settings
Yeah, it`s that simple :).
Source: http://www.buzzfeed.com/alexkantrowitz/this-is-how-to-get-your-linkedin-contacts-email-addresses

#26. I hardly forced myself to share this hack

When you want to impress VIP clients, journalists, investors, etc. try to do it with super personalized Facebook ads:

1. Click Ads tab -> Tools -> Audiences
2. Create Audience -> Custom Audience -> Customer List -> Copy and paste your customer list
3. Paste the email addresses, listed on their Facebook profiles.
4. You need to add at least 30 entries.
5. Create new ads, choose your custom audience, Optimize For: "Clicks To Website", Pricing: "Get the most website clicks at the best price".

Voila.
Source: http://mysocialsherpa.com/the-ultimate-retaliation-pranking-my-roommate-with-targeted-facebook-ads/

#27. 200K users a month from long tail phrases

The longer the keyword, the easier it is to rank well on Google.
Neil Patel gets each month 238,195 visitors from long tail phrases. This is how:
1. Log into your Google Analytics -> “Acquisition” -> “Keywords” -> “Organic”.
2. Take one by one each short keyword phrase (<4 words) and type it into Google to see what other long tail phrases (>=4 words) it might suggest.
3. Edit your page, utilizing these long tail phrases. Make sure your keyword density is below 3%.
Source: http://www.quicksprout.com/2014/03/12/how-to-use-google-suggest-to-grow-your-long-tail-traffic/

#28. Boost conversions of your Tweets

Tweets with images receive 18% more clickthroughs, 89% more favorites, and 150% more retweets.
Source: http://www.socialquant.net/5-ways-to-get-clicks-on-your-twitter-posts/

#29. How to collect emails on Twitter

1. Visit ads.twitter.com. Click “Creatives,” then “Cards.”
2. Next, click “Create Lead Generation card.”
3. fill out some fields.
4. Set the “Destination URL” (“Thank you” page).
5. Pin a tweet with a lead gen Twitter card to the top of your Twitter profile.

Source: https://www.getvero.com/resources/twitter-lead-generation-cards/

#30. Hack Twitter

1. Get more engagement with hashtags. Find some on hashtagify.me/popular
2. Tweet between 9 a.m. and 3 p.m., Monday - Thursday.
3. Schedule your tweets with twuffer.com or futuretweets.com
4. Put hashtags in your bio.
5. Follow your TA to follow back. Unfollow those who do not after 4-5 days.
6. Utilize this JavaScript growth hacking kit http://bit.ly/1JZeEeH

Source: https://blog.bufferapp.com/twitter-hacks

#31. Creating Pinterest pins that drive results

Use a 1:3.5 Ratio (i.e., 100px wide by 350px tall).
Showcase multiple products in your images.
The more helpful is your information, the better.
Use detailed descriptions with a call-to-action to influence clicks.
Don't go over the top by being too promotional.
Use promoted pins to A/B test and increase results (a business account required).
Promoted pins cannot include pricing information, testimonials, or a call-to-action.
Source: https://blog.kissmetrics.com/results-with-promoted-pins/

#32. Best growth hack by Laxman Papineni

Create your own Flash Mob and get millions of views on Youtube.

Improvise. Mix "Flash Mob" + "Find Influencers" + "Embed invites program" + "Define timing" + "Keep it simple" + "Show off" + "Altruism" + "Competition with friends". And you`ll get Ice Bucket Challenge.

The ALS charity has raised $98.2 million during 1 month (36 times more compared to last year) thanks to the Ice Bucket Challenge.
Source: http://www.appvirality.com/blog/startup-lessons-als-ice-bucket-challenge/

#33. Which ads perform best for your competitors?

1. Find out what sites your competitors are advertising on?
2. See what ads your competitor is using
3. See which ads are performing best for your competitor
4. Get inspiration for how to design an ad for a specific topic

All of that is available on WhatRunsWhere (click Source).
Source: https://www.whatrunswhere.com/

#34. Piggybacking tweak to earn a ROI

You can try and promote a campaign around an `Awareness day`.

Check out national-awareness-days.com, en.wikipedia.org to find out if there is a relevant awareness day coming up. Mix it with your ads and boost your sales. The bathroom freshener `Poo-Pourri` generated $73,000 in sales (94% of which came from new customers) leveraging this tweak. Source: https://blog.kissmetrics.com/make-twitter-profitable/

#35. Hack ideas for the 2nd largest search engine

Youtube is the 2nd largest search engine in the world.
How to find video ideas for your company and leverage this channel.
1. Click "Source" below.
2. Click "Find new keywords" - "Search for new keywords".
3. Your product or service: [put in anything related to your product: fitness, travel, children, etc.]
4. Keywords to include: how to, instruction, review, tutorial
5. Press [Get ideas]
6. Press [Keyword ideas]
7. Rock on!
Source:
https://adwords.google.com/ko/KeywordPlanner/Home

#36. Hack Facebook ads

First gain “Social proof” (~1000 likes) from Low demand countries (India, Philippines) for $0.005 per post engagement. Then switch target to the high demand, high competition countries. Get 64% less cost per engagement, 920% increase click-through rate.
Source: http://www.upwordsem.com/how-to-hack-facebook-ads-down-to-0-005-per-engagement/

#37. 5 SEO hacks for the 2nd largest search engine

Youtube is bigger than Bing, Yahoo, Ask and AOL combined.
1. The longer your video is, and the longer a viewer spends watching the video, the higher your ranking.
2. Name the actual file with your keyword before uploading the video.
3. Add closed captioning.
4. Be the first to comment.
5. Automate backlinks with ifttt.com
Source: http://www.searchenginejournal.com/advanced-guide-youtube-seo/128847/2/

#38. Disrupt the cost of YouTube video marketing

Turn your blog into a video blog. Turn your plain-text articles into Youtube videos for $0.97 per video. No camera or video editing. Animation, music, graphics and a complete voice-over (yours or robot`s). Click the source to get it.
Source: http://articlevideorobot.com/

Activation

#39. Easy to understand tutorials via email

Text is boring. Create a short video tutorial, upload it to YouTube, convert it to a GIF and paste it right into the body of your emails.

How to create a GIF. Just add “**gif**” to the beginning of the URL. After “www.” and before “youtube.com”. For example: http://www.**gif**youtube.com/watch?v=ZXCVBBN
Source: https://www.getvero.com/resources/evernote/

#40. Boost your email opt-in rate by 22%

I tested offering a free eBook and a 30-day course in exchange for an email address. This boosted conversions by 6%.

By placing a dollar value on the same free information I was offering before, I was able to boost my email opt-in rate by 22%. For example: Free course "..." (valued at $300).
Source: https://www.quicksprout.com/2013/05/23/the-power-of-the-nudge-how-to-convert-visitors-into-customers/

#41. Little trick increased conversions by 26%

Noah Kagan`s submission form had four fields: Name, Email, URL, Revenue.
He decided to remove the “revenue” field altogether, leaving only three fields – Name, Email, and URL.
This small change meant an improvement in my conversion rate of 26%.
Source: http://neilpatel.com/2015/06/25/15-quick-tips-to-persuade-visitors-to-subscribe-to-your-email-list/

#42. Evernote's onboarding framework

Evernote's onboarding emails:
Day 1. Welcome Email. We will send you 5 tips.
Day 3. Quick Tip #1. Main activation action.
Day 10. Quick Tip #2. Secondary activation action.
Day 17. Promotional Email #1. Go Premium.
Day 19. Quick Tip #3. Cool feature.
Day 27. Quick Tip #4. Another cool feature.
Day 29. Did you know?
Day 31. Promotional Email #2. Go Premium.
Day 33. Milestone Email. You successfully did smth.
Day 36. Quick Tip #5. Awesome feature.
Source:
https://www.getvero.com/resources/guides/evernote-onboarding

#43. Increase email opt-ins by 70% in 5 minutes

1. Set up SumoMe in 37 seconds. SumoMe is a free tool by Noah Kagan - a former growth hacker at Facebook & Mint.
2. Open your site -> Click the crown -> Input your email and password -> Click "Sumo Store" -> Welcome Mat -> Free (after a while "Free" turns into "Open", click it) -> Click "Paused" to switch to "Active" -> Click "Design" to set up your colors and texts.

Done. It took me 5 minutes. Fedora tested this tool and boosted opt-ins by 70%.
Source: https://sumome.com/stories/welcome-mat-fedora

#44. Quiz your audience

... and ask for an email to send the results.

EscapeMaker.com used a quiz as part of their “I Love NY” campaign asking users to take a trivia quiz about NY and then asked them to enter their email to find out how they scored.

Only telling them if they enter their email they will receive the quiz results but then sending blog updates and marketing emails can lead to angry visitors, unsubscribes and spam complaints – always be clear what they will receive and stick to it.
Source: http://nichehacks.com/increase-email-list/

#45. Drawbacks & competition increase conversions

1. Your prospects will search for competing solutions. By mentioning your competition, you prevent that search from happening. Readers feel like they've already done their homework, so they're more likely to stick with your solution.
2. Describe your drawbacks. But give them a positive spin. Explain that your offering doesn't include a particular feature because you focused more attention in another area — an area that's more important to your target market.

Source:
https://nickkolenda.leadpages.co/leadbox/1417f0b73f72a2%3A13aa6e42e346dc/5690145009303552/

#46. Negative social proof for persuasion

The Arizona Petrified Forest tested the sign with the negative social proof to prevent theft: “Many past visitors have removed the petrified wood from the park, destroying the natural state of the Petrified Forest.”

Their findings were shocking. It tripled the amount of THEFT!

Because it was evidence that many other people were already stealing from the forest. It made them more confident that stealing was “okay.”.
Source: https://blog.kissmetrics.com/social-proof-factors-2/

#47. 10-second trick

The University of Alberta increased email subscribers by 500% using a pop-up survey that asked anyone who spent **more than 10 seconds** on the site: "You seem interested in UAlberta news. Would you like to sign up for the Daily News email?"
Source: http://nichehacks.com/increase-email-list/

#48. How I doubled my app downloads

Actually I changed nothing but the app icon and to my surprise my daily downloads doubled (along with daily revenue!).

If you have apps on Google Play, you should try the "Store Experiments" - it's a great tool for scientifically finding out if you can boost downloads by changing your icon. So far one experiment concluded that new borderless icon variation would improve downloads by up to 5%.
Source: https://medium.com/its-an-app-world/how-i-doubled-my-downloads-by-changing-nothing-but-the-app-icon-5630f3dfdfbd

#49. How typography affects conversions

A text with an 18 px font size, as opposed to 12 px, resulted in 32.68% more clicks.
Source: https://vwo.com/blog/ab-test-font-size-case-study/

#50. Save your bounced visitors

1. Click Ads tab on Facebook.
2. ‘Audience’.
3. ‘Create Audience’.
4. ‘Custom Audience’.
5. ‘Website Visitors’.
6. Enter your domain name.
7. Change ‘In the last X days’ value to 180 days.
8. Press ‘Create Audience’.
9. Paste the tracking code to your website.

Now you can reach your bounced visitors through targeting Facebook ads to this audience.

P.S. Something similar you can do on Twitter.
Source: http://www.jonloomer.com/2014/01/28/website-custom-audiences-facebook/

#51. Turn invisible into leads

Ever wanted to turn ghost visitors of your website into leads?
1. Click "Profile" on Linkedin.com. Copy your id from "...profile/view?id=XXXXX"
2. Paste id to this code and place it on your website:

3. After a few days, click on the Linkedin's "View who's looked at your profile".
4. Go through the list and start building relationships.
Source: http://www.quora.com/What-are-some-growth-hacks-for-B2B-saas-companies

#52. One symbol that increases conversions

Call to action buttons work better with » at the end.
Source: https://hackpad.com/Growth-Hacking-Cook-Book-5RQex1Uv8Zf

#53. Hack to define your key activation event

Activation is the first point where you deliver the value that you promised.

Dropbox: Your first file is backed up from your computer into the cloud
Facebook: You connect with 7 friends within your first 10 days
Instagram: Someone likes one of your photos
Twitter: You followed more than 30 people

Activated users have the highest retention rates.
Source: http://product.hubspot.com/blog/the-metric-watched-by-top-startup-growth-teams

#54. A simple hack to double your conversion rate

The same landing page, the same CTA but without navigation links: +100% to the conversion rate.
Remove all links and buttons but an actual CTA.
Amazon removes nearly all links during checkout.
Source: http://www.slideshare.net/mattangriffel/29-growth-hacking-quick-wins

#55. User Onboarding (+ free tool)

Create interactive step-by-step tutorials with hints and tips, driving conversions, enhancing usability and value/effectiveness of your site/app. There are paid and free tools. I prefer this free Javascript+HTML5+CSS tool: EnjoyHint (http://xbsoftware.com/products/enjoyhint/).

#56. Unexpected way to reduce friction

Why not auto-fill as much as possible for your customers – surprise them with how easy things are for them to get going. Ask just for their Website… what can you grab just from a URL? Tons! Auto-fill and then let them correct/update/etc.
Source: http://sixteenventures.com/saas-marketing-growth-hacks

#57. How to get a full profile by an email

I gave to Full contact API just one of my E-mails and they showed me Name, Surname, Gender, Company Name, Position, Avatar, Facebook, Linkedin, Angel.co, and Bio. Though it does not work with all E-mails the same way.

Check the source link out.
Source: https://www.fullcontact.com/developer/person-api/

Retention

#58. Put your social media on autopilot

A social media schedule is a necessity. Use these tools to schedule your posts: Buffer.com or Hootsuite.com (+ monitoring mentions).

Create awesome visual templates in Canva.com.
Source: http://www.quicksprout.com/2015/08/10/dont-waste-your-time-6-ways-to-be-more-efficient-on-social-media/

#59. 7 ideas for your retention emails

1. ClickInsights delivers a one-click email survey.
2. Dollar Shave Club offers “Get Your Free Month”.
3. Goodreads ran a giveaway for one of the books in your “to read” list.
4. Pinterest suggests content.
5. Rogue notifies when the product you wanted to buy will be back in stock.
6. RunKeeper helps users set goals and track progress.
7. SumoMe sends reports.

Source: https://www.getvero.com/resources/retention-email-inspiration

#60. Ideas for your social media content

+ Quotes
+ Fill-in-the-blank
+ Polls
+ Behind-the-scenes
+ Statistics
+ Infographics
+ Ask for reviews, advice
+ Fan photos
+ Favorite books
+ Tips
+ Comics or memes
+ Photo Contests
+ ‘Caption this’ photos
+ Industry News
+ Ask for predictions
+ ‘Truth or fiction’ questions
+ Coupons
+ Pictures from a recent industry event
+ Expert insights
+ Unexpected use for your product
+ Q&A session
+ Weekly round up

Source:
http://www.forbes.com/sites/jaysondemers/2014/06/25/100-killer-ideas-for-your-social-media-content/

#61. Increase YouTube subscribers by 400%

Simply add "?sub_confirmation=1" at the end of your Youtube channel URL. For example: https://www.youtube.com/channel/UCRHQnN47mcRG7fFr-srUPbQ/feed?**sub_confirmation=1** (works only on desktops)

Link all users from all your videos, website, tweets, blog to this URL. Everybody will see a popup "Confirm Channel Subscription", which increases YouTube subscribers by 400%.
Source: https://blog.gleam.io/grow-youtube/

#62. 1 minute to increase your email open rate

Step 1. Take the SAME email you sent and CHANGE the subject line to something new.
Step 2. Email it out a week later JUST TO YOUR NON-OPENS.
Get 30%+ more opens.
Source: http://okdork.com/2015/05/22/double-your-open-rate/

#63. Best growth hack by Ryan Holiday

Ryan Holiday is an author of "Growth Hacker Marketing", Best Books of the Year 2015 on Amazon.

The best growth hack, applied to ... a book.

A list of bonuses in the back of the book. If you like the book, you send an email and it kicks you back a bunch of extra materials. I gained a list of people that I could contact about my new books.
Source: https://www.youtube.com/watch?v=qvkpUIRQ4W0

#64. Hack retention like unicorns do

When you sign up for Pinterest or Slideshare with Facebook, your friends who are already using them auto-follow you and you follow them back. But all this auto-following doesn't seem to happen all at once but is staggered over time so that you get periodic notifications that someone has just started following you or posted new presentation. This brings you back to the app again and again.
Source: http://www.adambreckler.com/pinterest-growth-hacks-how-did-it-grow-so-fast

Revenue

#65. 14-day trial versus the 30-day trial

When he tested the 14-day free trial versus the original 30-day free trial, the same number of people signed up for each trial length. But 102% more people used the product when they signed up for the 14-day trial versus the 30-day trial.

We quickly learned that with the 30-day trial, people **felt that they had a lot of time**, and they forgot about using the product even though we sent email reminders to them. Source: http://www.quicksprout.com/2013/01/14/11-obvious-ab-tests-you-should-try/

#66. Increase ROI by 7000% over standard 200%

Industry standard ROI from a retargeting campaigns is 200%. This trick increases it by 7000%.

1. All pages of your site should have a tracking Facebook pixel.
2. Head to Audience Manager -> “Create Audience” -> “Custom Audience” -> “Website Traffic”.
3. Website Traffic: choose “People who visit specific web pages”.
4. Include people: fill in URL of a certain product page.
5. Name and create a series of Audiences interested in certain products.

Target ads about a certain product to a certain audience.
Source: http://www.inboundascension.com/facebook-retargeting-flash-sale/

#67. Get customers back once they`ve churned

1. Get to know why they cancel.
2. When you fix that - that`s the perfect time to reach out and say "you left because of this... well, we fixed it. Come back and see..."
3. You could also pixel customers (at least start building Facebook and Twitter custom audiences) on the final step of the exit survey - a different pixel based on which reason they gave for churning - and use that to retarget once you`ve fixed the glitch they cited when they churned.
Source: https://growthhackers.com/posts/5-lesser-known-ways-churn-hurts-your-company

#68. Money back guarantee vs. a Free trial

I used to think that there was no difference between a 30-day money back guarantee and a free trial that required you to put in your credit card information upfront. Because if you weren't happy with the product within the first 30 days, you wouldn't be charged for it.

We tested this. By replacing all of our money back guarantee badges with free trial badges and by placing "30-day free trial" offer on every page, we were able to boost signups by 116%.
Source: https://www.quicksprout.com/2013/06/27/what-converts-better-free-trial-versus-money-back-guarantee/

#69. Sales button that made over $3,000,000

WebinarJam made $3 million in five months.

One of their tricks is a discounted sales button. They don’t actually list the price. All they show is the OLD price crossed out with a 40% off notice ($497 SAVE 40%). What’s 40% off $497? It`s easier to click to find out. Source: http://tribeboost.com/11-easy-steps-to-making-over-3million-from-a-single-sales-page/

#70. Growth hacking for nonprofits

Two key points of Watsi`s success:
1. Watsi`s Universal Fund allowed anyone to donate automatically on a monthly basis. Users can set the amount they feel comfortable giving.
2. Every month they receive an email about the patient their money supported with beautiful photography and a short snippet of text explaining how health care changed their lives. All Watsi users love and celebrate these emails.
Source: http://firstround.com/review/what-startups-can-learn-from-watsis-wildly-successful-email-campaign/

#71. How to make your free SaaS users pay

How about having instead of 1000 free users - 100 users who are paying you $1 each? Try to switch out your Free plan for $1 Plan. $100 doesn't make a difference. But now those 100 users have their credit card details in your system. The whole psychology of getting over the "payment barrier" has already been done. Now all you need to ask them to do is click one button to pay more. Source: http://blog.trak.io/39-actionable-growth-hacking-tactics-part-5-of-5/

#72. #2 sales channel in terms of revenue

With proactive chat visitors are prompted with a question in the chat box, like “Welcome back! Are you interested in ...?”. Having an effective proactive chat prompt is key. We A/B tested dozens.

The second big way we prompt for email: “In case we get disconnected, can I have your email address? Mine is ...”.

Results: leads from live chat contribute to ~25% of our new monthly revenue each month, making it our #2 sales channel in terms of revenue.
Source: http://www.bizible.com/blog/4-b2b-saas-growth-hacks-that-helped-bizible-raise-8m

#73. One of the easiest ways to reduce churn

... is identifying customers who aren't getting value for their money. A good place to start is by looking at paying customers who haven't logged in. Once you can create this segment, you can dig into why they aren't getting value and solve the issue before they leave.
Source: https://www.getvero.com/resources/email-segmentation

#74. How Udemy got +150% more revenue (1 trick)

They found that revenue generated in the first week correlates with an increased customer lifetime value. And ran the welcome email A/B testing:
1. The control email welcomed new users with 50% off any course.
2. The variable email leveraged behavioral data to serve up a course that the user had already expressed interest in. They included that course in the email header, along with the same 50% off coupon for a certain course.

Results: #2 gained +150% more revenue.
Source: https://www.getvero.com/resources/udemy

#75. Increase LTV x20

Reducing prices to (try to) reduce churn is the worst thing you can do. If a customer is not finding value in your product, they'll cancel even if it's 50 cents per month.

Slidebean **increased** their prices >4 times.

Results:
1. Churn rate dropped down from 25% to 6,53% (x3,82).
2. LTV increased from $22 to $444 (x20!).

Source: http://blog.slidebean.com/blog/startups/500-startups-pivot

#76. Be among the first to sell to 70M users

Pinterest announced buyable pins in June 2015. While it`s not overcrowded, you have a chance to get the maximum from their 70M users.
Buyable Pins make it easier to go immediately from pin to purchase. The checkout process is natively built for mobile. Promoted Pins have prime placement, so they`re likely to generate more revenue from the "Buy it" button.
Sign up for a waitlist or utilize now Shopify or Demandware.
Source: http://blog.hubspot.com/marketing/pinterest-announces-buyable-pins

#77. Reduce friction, increase sales

1. A study at Amazon showed a 1% decrease in sales for every 0.1-second decrease in response times. (Kohavi and Longbotham 2007)
2. According to studies by the Aberdeen Research Group, the average impact of a 1-second delay meant a 7% reduction in conversions.
Source: http://blog.crazyegg.com/2015/03/31/friction-39-tips/

#78. Make your app worse and double your sales

Our tool PC optimizer was running SUPER fast. It only took a few seconds to fix registry and remove unwanted programs. It occurred to us that the users might think the scan wasn't doing much. After all it was super fast, what could it be possibly doing! We tested our competitors' products and noticed that their scans ran slow. So we said to ourselves: "What the heck. Let's test slowing down the scan!"

The results of our test were jaw dropping: our conversions almost DOUBLED.
Source: http://thenextweb.com/insider/2015/07/25/how-i-went-from-0-to-8-figure-revenue-in-18-months/

#79. The Barack Obama campaign A/B testing

We executed about 500 a/b tests which increased donation conversions by 49% and sign up conversions by 161%.
By turning the long donation form into 4 smaller steps (1. Donation amount, 2. Personal information, 3. Billing information and 4. occupation/employer) we increased the conversion rate by more than 5%.
Source: http://kylerush.net/blog/optimization-at-the-obama-campaign-ab-testing/

#80. Hack influencers

Reach out to influencers on Youtube. And offer them an affiliate deal.

It will be far better if you offer them a bunch of ideas, how they can interact with your product in an entertaining way.

Influencers think 24/7 how to entertain and monetize their audience. They need your help.
Source: https://www.creativelive.com/courses/smart-pr-artists-entrepreneurs-and-small-business-ryan-holiday

#81. Psychological hack. Free Trial conversions.

If trial users don't attain "this is mine!" feeling about your premium stuff, there won't be anything to really lose to fuel motivation to convert. "This is mine!" feeling can be boosted by anything created by a person: customisations, data, analytics, etc. Do not count a Free Trial period as days after registration. Days of active usage work better for cultivating "this is mine!" feeling.
Source: http://customer.io/blog/loss-aversion-upgrade-emails.html

#82. The way to boost your SaaS revenue instantly

Raise your price. SaaS success is all about cutting churn, improving retention, lowering the CAC (cost to acquire a customer), and improving the quantity acquisition. One simple way to gain the best possible customers is to bump up your prices, thereby eliminating those who won't pay, can't pay, and won't stay. Boost prices and you boost the quality of your customers.
Source: https://blog.kissmetrics.com/6-saas-marketing-techniques/

#83. Fixing conversions and killing the business

Conversion "from a visitor to a registered user" means nothing. It can be doubled, but at the end of the day it can end up with declining Lifetime Value. And this means a lot. Increasing myopic conversions is "winning a battle but losing the war".

Track conversions for each channel, for each growth hack from the perspective of the main strategic KPI - ROCA.

ROCA (return on customer acquisition) = (Lifetime Revenue Per Customer - Cost Per Customer Acquisition) / Cost Per Customer Acquisition
Source: growthhackingidea.com

#84. What is it to have a free plan for your SaaS?

Free users bring more free users, eat up support, take advantage of free accounts. This ends up losing money and stunting the growth! If someone values a product, they'll pay a fair price for it. If they value your product just because it's free, go back to achieving product/market fit. Source: http://blog.hubstaff.com/saas-pricing-free-plan-mistake/

#85. How to drive more value for your SaaS?

Let Manual job happen. Then offer automation for payment . Once the user has unfollowed 25 people by hand, for example, remind them that they can easily and quickly unfollow everyone that doesn't follow them back with just ONE click for only $9.99!
Source: http://www.slideshare.net/lincolnmurphy/growth-hackingb2bsaasmarketing

#86. When is $9 better than $9.89?

If your purchase is based on emotion, then leave out the cents.
If your purchase is based on rationale, then add some cents.
Source: http://www.nickkolenda.com/psychological-pricing-strategies/

Referral

#87. Neil Patel`s hack to gain social shares

Neil Patel mentions at least 100 external links per blog post. After that he emails out each of the sites he linked to saying something like "... I linked to [your website] within my latest blog post. ... check it out ... feel free to share ...".

By doing this, he gains social shares and eventually builds up a large enough audience that is leveraged to promote future posts.
Source: http://www.quicksprout.com/2015/05/20/how-kissmetrics-grew-to-793858-visitors-a-month-by-using-one-simple-formula/

#88. How to encourage sharing on LinkedIn

Links to YouTube videos play directly in the LinkedIn feed and usually result in a 75% higher share rate.
Source: http://www.slideshare.net/LImarketingsolutions/15-tips-for-compelling-company-updates

#89. Accelerating viral growth

Don`t ask your members to invite a lot of friends to unlock something valuable. Start with a simple task. Ask them to invite just one friend.
Result: +250% increase.
Source: https://growthhackers.com/videos/video-10-proven-hack-tics-to-optimize-your-invitations-at-wmd-2015-conference-by-adelyn-zhou-from-nextdoor

#90. How to optimize referral programs

1. Personalize referral codes (startup.com/r/username).
2. Personalize landing pages (photo + name).
3. Create a referral competition among users.

Airbnb team created personalized referral codes and landing pages with a photo of the inviter. Referrals increased booking by over 25% in some markets.
Source: https://medium.com/@inaherlihy/how-to-optimize-182250e499d7

#91. From 0 to $400M in 2 years

Utilize your users as a channel + branding **Call to action** branding. Hotmail added “Get your free email account at Hotmail.” at the bottom of every email sent and in 2 years was sold for $400M. If your service helps users to create videos, images, design, widgets, cookies, etc. add **CTA** branding on it. If your service is about sending something to Social media, text (SMS), notifications, etc. add **CTA** branding on it. And let your users promote you.
Source: http://www.growfastlabs.com/viralhero/types-of-viral-marketing/viral-communication-marketing/

#92. Unlock viral marketing

Buying user actions (i.e. zero value, compensated with by ultra-strong incentives) might give you some nice vanity metrics to show investors or brag about in the press, but the users you acquire won't be active.

Instead, viral marketing should unlock **more of the value they came to you for to begin with** – just for spreading your site or service to others.
Source: http://www.growfastlabs.com/viralhero/viral-marketing-basics/user-experience-viral-marketing/

#93. Get a nuclear viral mechanism

Create embeddable widgets for your product. Youtube became a household name, with regular internet users, because of their embeddable video player. Slideshare also totally rocked this tactic with their Powerpoint viewer. Who knew that a pretty ugly, quite pixelated experience of browsing a powerpoint slide within someone else's webpage would allow Slideshare to land a $119 million exit (LinkedIn acquired them).
Source: http://blog.trak.io/39-actionable-growth-hacking-tactics-part-4-of-5/

#94. An easier way to share emails with friends

1. **In your emails** (not on your website) add a simple link "mailto:?subject=paste encoded subject here&body=paste encoded body here" so that your readers can easily click and it`ll make a new templated email for them to send to a friend.
2. Take the text you want for your subject and your body and separately drop them into Eric Meyer`s handy free URL Encoder
Source: https://zapier.com/blog/marketing-tools/

#95. A giveaway. From zero to 500K subscribers.

A giveaway is giving away something (Premium account, etc.) to people in exchange for a visitor signing up for your newsletter.

1. Smth Premium Giveaway! Enter your email.
2. You have 1 entry. Get X more entries for every friend you refer. And a list of sharing buttons.
3. Set up the timer. It will encourage urgency.
4. Seed the initial users in hoping it goes viral.

Some exact statistics from AppSumo doing over 25 giveaways:
528,238 total subscribers
$866,265.69 in revenue
Source: http://andrewchen.co/early-traction-how-to-go-from-zero-to-150000-email-subscribers-guest-post/

#96. Referrals program: self-interest vs. altruism

Airbnb ran one interesting A/B testing about communicating very different value propositions for the same product. In one email, they emphasized that you can earn $25 for inviting a friend (self-interested). In the other email, they emphasized that you are sharing $25 with your friend (altruistic).

Result: The altruistic email performed better globally.
Source: http://nerds.airbnb.com/making-referrals-work-for-airbnb/

#97. Simple hack to get 4x more shares

Most of your readers won't read your content and think "I want to share this." That's why you should encourage them to share it. Simply ask people to share your stuff. "Please share" generates 4 times as many shares as shares without the phrase did.
Source: http://www.quicksprout.com/2012/02/13/10-ways-to-get-more-traffic-attention-and-higher-rankings-through-social-sharing/

#98. Hack offline word of mouth

People hold up their Shazam app to define the song and others ask "What are you doing?". Another app is Urbanspoon. You shake it to make it work. People ask, "What are you doing?". You can’t ignore the symbolic pink mustaches that you see on the front of every Lyft car. All of that is about hacking curiosity, that evolves into natural word of mouth.
Source: https://youtu.be/9PTT5Kb6610

#99. How to automate your feedback and sharing

Ask your customers "How likely is it that you would recommend [your service] to a colleague?" with a 0-to-10 point rating scale.
You`ll get:
Promoters (score 9-10). Ask them to share your stuff.
Passives (7-8). Ask them one thing you can do to get them to score you a 9 or 10.
Detractors (0-6). Ask them about one thing you should fix first of all.
Source: https://baremetrics.com/blog/automating-customer-feedback

#100. A 474% conversion increase

Replace your “Powered By”. A 474% conversion increase by switching away from “Powered By” to an actual CTA
Source: https://growthhackers.com/hacks/powered-by-test-increases-signups-by-474/

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More growth hacks. A special gift for you - access to invite-only VIP growth hacks: GrowthHackingIdea.com/?ref=TOP101BOOK

Other

#101. A free and effective tool to get feedback

1. Log in to Hotjar.com and select Polls.
2. Click New Poll. Set up a bunch of fields and settings.
3. Behaviour (when should the Poll trigger?): set up 10 seconds.
4. Click Create Poll at the bottom of the page.
5. To embed your poll, simply include Hotjar's tracking code in the HEAD element of your site. The platform will then take care of the rest.

Source: http://adespresso.com/academy/blog/how-to-get-visitor-feedback/

#Bonus ;). How to get 10 times more growth ideas

Get ideas from full company.
Harness creative insights of full company to drive growth. Be transparent about all the things that you tried, what worked, what didn`t work. Avoid preliminary judgment and biases. Make it a part of your culture.
Source: https://growthhackers.com/videos/10-habits-of-high-growth-startups-by-sean-ellis/

A special gift. One short growth hacking idea a day to your email.
Here is a special gift for buyers of the book - access to an invite-only service: One short curated growth hacking idea delivered to your email every day. Your invite link:
GrowthHackingIdea.com/?ref=TOP101BOOK